A9195-2

# 35 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY THROUGH DECEMBER 1988 AND 1989

BLAZON-FLEXIBLE FLYER
CADACO
CHILTON-GLOBE
COLORFORMS
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER PRICE
GOLDBERGER DOLL
HASBRO, INC.
HEDSTROM
KENNER
KRANSCO
LEGO
LIONEL
LITTLE TIKES
MATCHBOX (USA)
MATTEL
MIGHTY STAR
M & S SHILLMAN
NATIONAL LATEX
OHIO ART
PARK PLASTICS
PARKER BROTHERS
PLAYMATES
PRESSMAN TOYS
PROCESSED PLASTICS
PROLL
DAKIN
ROADMASTER
SANITOY
STEVEN
STROMBECKER CORP
TONKA
TYCO

# MONTHLY MARKET TREND REPORTS
# TOY MANUFACTURERS OF AMERICA, INC.
# SHIPMENTS AND ORDERS RECEIVED
# (THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF DECEMBER 1989

35 MANUFACTURERS

## SHIPMENTS

| | COMPOSITE RESULTS | | | YOUR COMPANY | | |
|---|---|---|---|---|---|---|
| | | CHANGE FROM PRIOR YEAR (+/-) | | | CHANGE FROM PRIOR YEAR (+/-) | |
| | MILLIONS OF $ | $ | % | MILLIONS OF $ | $ | % |
| MONTH 1989 | 236.0 | +3.2 | +1.4 | | | |
| 1988 | 232.8 | | | | | |
| CUMULATIVE YTD 1989 (JAN-DEC) | 4229.9 | +324.2 | +8.3 | | | |
| 1988 | 3905.7 | | | | | |

## ORDERS RECEIVED

UNCONFIRMED ORDERS ARE NOT INCLUDED

| | | | | | | |
|---|---|---|---|---|---|---|
| MONTH 1989 | 510.0 | -4.0 | -0.8 | | | |
| 1988 | 514.0 | | | | | |
| CUMULATIVE YTD 1989 (JAN-DEC) | 4168.3 | +172.2 | +4.3 | | | |
| 1988 | 3996.1 | | | | | |

Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group

# MONTHLY MARKET TREND REPORT
# TOY MANUFACTURERS OF AMERICA, INC.
# (35 MANUFACTURER BASE)

## DOLLAR TREND BY MONTH DECEMBER 1989 (MILLIONS)

| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | JAN-DEC YTD AVG. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SHIPMENTS | | | | | | | | | | | | | |
| 1989 MONTHLY | 202.8 | 300.7 | 352.9 | 255.1 | 319.3 | 384.5 | 247.8 | 430.5 | 551.2 | 522.8 | 426.4 | 236.0 | 352.5 |
| 1988 MONTHLY | 204.2 | 309.7 | 345.2 | 258.3 | 271.5 | 342.4 | 234.9 | 380.9 | 500.1 | 430.4 | 395.3 | 232.8 | 327.8 |
| 1989 CUMULATIVE YTD | 202.8 | 503.5 | 856.4 | 1111.5 | 1430.8 | 1815.3 | 2063.1 | 2493.6 | 3044.8 | 3567.6 | 3993.9 | 4229.9 | |
| 1988 CUMULATIVE YTD | 204.2 | 513.9 | 859.1 | 1117.4 | 1388.9 | 1731.3 | 1966.2 | 2347.1 | 2847.2 | 3277.6 | 3672.9 | 3905.7 | |
| ORDERS RECEIVED * | | | | | | | | | | | | | |
| 1989 MONTHLY | 822.7 | 526.4 | 1064.6 | 571.3 | 368.7 | 337.3 | 231.4 | 201.9 | 180.4 | 91.7 | -9.8 | 510.0 | 408.1 |
| 1988 MONTHLY | 865.5 | 614.1 | 900.2 | 427.0 | 292.1 | 259.4 | 127.4 | 200.6 | 174.5 | 150.4 | 113.9 | 514.0 | 401.1 |
| **1989 CUMULATIVE YTD | 801.7 | 1314.8 | 2351.7 | 2896.3 | 3201.6 | 3476.3 | 3632.6 | 3731.8 | 3837.8 | 3868.5 | 3760.7 | 4168.3 | |
| **1988 CUMULATIVE YTD | 838.5 | 1411.7 | 2283.1 | 2688.9 | 2926 | 3147.9 | 3217.6 | 3361.1 | 3461.1 | 3514.6 | 3541.7 | 3996.1 | |
| CANCELLATIONS | | | | | | | | | | | | | |
| 1989 MONTHLY | 21.1 | 13.3 | 27.7 | 26.7 | 63.0 | 62.6 | 75.0 | 102.7 | 74.4 | 70.0 | 97.8 | 102.4 | 61.4 |
| 1988 MONTHLY | 27.0 | 40.8 | 28.9 | 21.1 | 55.1 | 37.5 | 57.7 | 57.1 | 74.5 | 96.9 | 86.8 | 60.0 | 49.7 |
| ORDERS ON HAND (AT END OF MONTH) | | | | | | | | | | | | | |
| 1989 MONTHLY | 1198.6 | 1411.0 | 2095.9 | 2385.8 | 2373.5 | 2265.6 | 2173.7 | 1842.3 | 1395.0 | 903.3 | 369.3 | 540.4 | 1579.5 |
| 1988 MONTHLY | 1143.3 | 1406.8 | 1932.9 | 2080.5 | 2045.9 | 1925.4 | 1760.3 | 1522.9 | 1122.8 | 745.8 | 377.3 | 598.8 | 1568.6 |

* UNCONFIRMED ORDERS ARE NOT INCLUDED

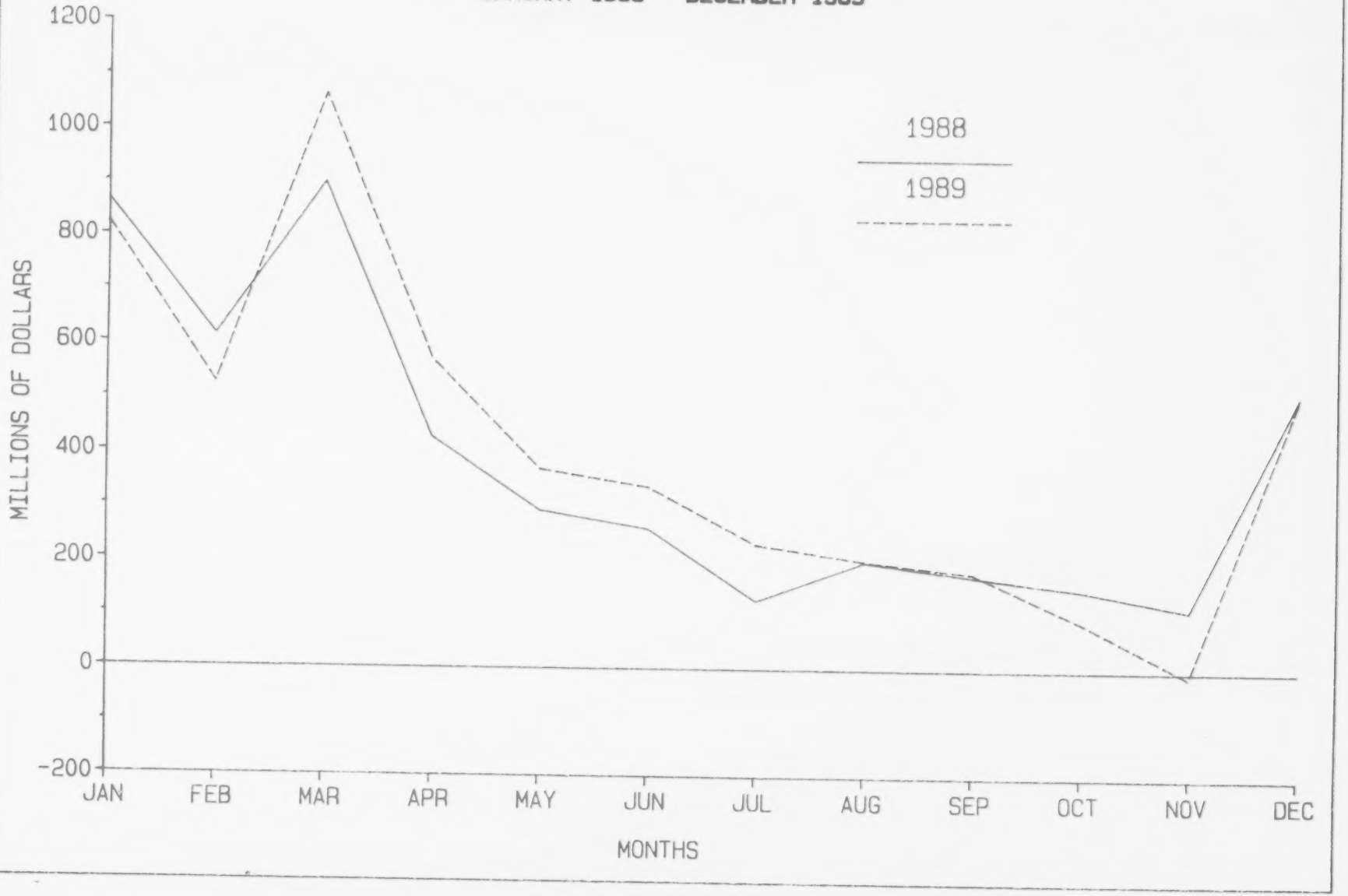
**CANCELLATIONS HAVE BEEN DEDUCTED FROM YEAR-TO-DATE FIGURES

(COMPILED BY THE NPD GROUP)

# TMA MONTHLY MARKET TREND REPORT

## ORDERS RECEIVED (Millions of Dollars)

## JANUARY 1988 - DECEMBER 1989

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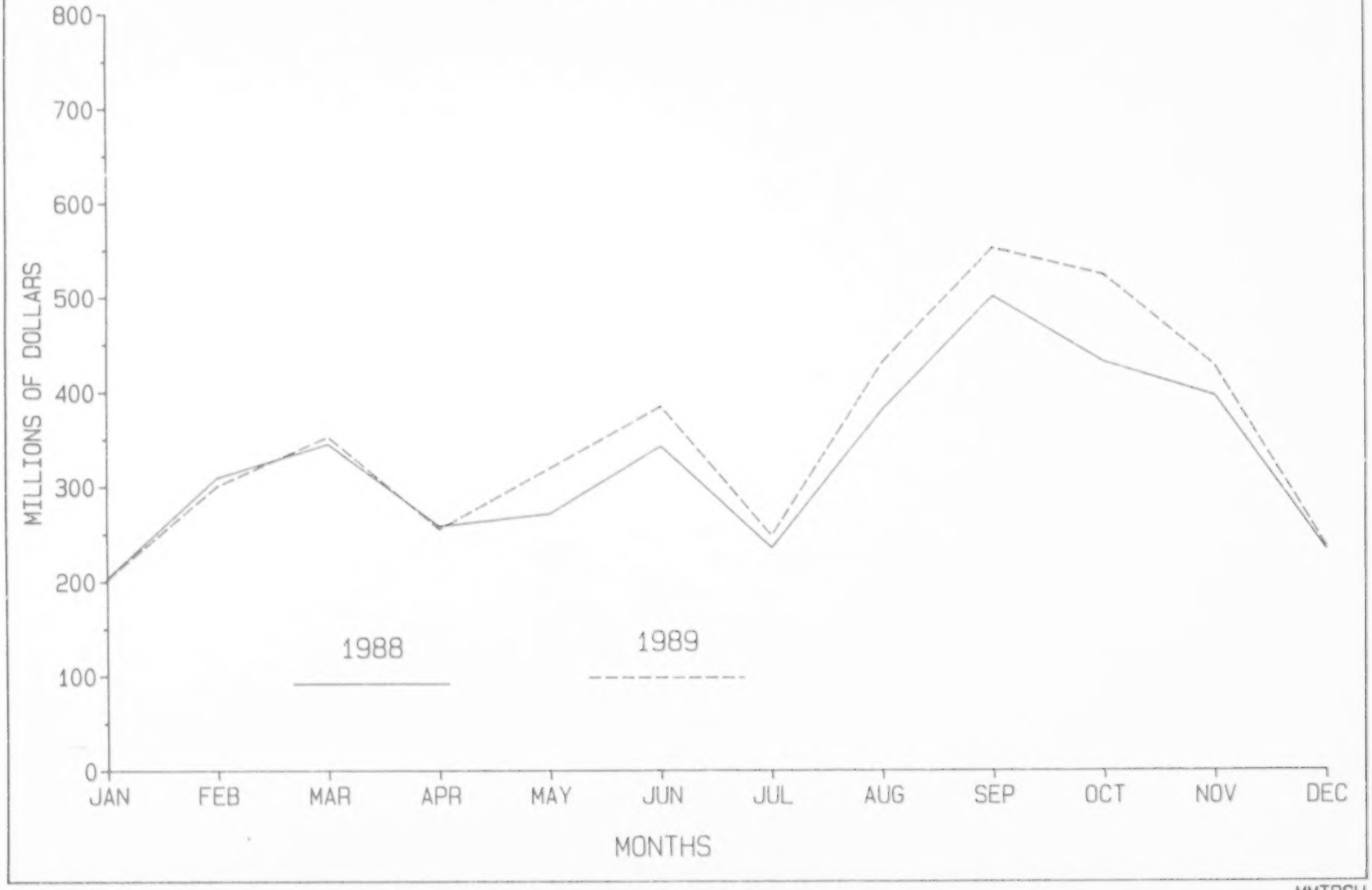
# TMA MONTHLY MARKET TREND REPORT

## MONTHLY SHIPMENTS (Millions of Dollars)

### JANUARY 1988 - DECEMBER 1989

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